

NO. 2/ AUGUST 2022

#MoreThanJustATeam!

AROBS

GROWING

GREEN

INITIATIVES

AROBS *green* 

AROBS Messenger – **Green Edition**



<https://arobs.com/arobs-green/>

Editorial Team

Editor in chief: *Andreea Marcu*

Issue Coordinator: *Mihaela Șteți*

Writers and editors: *Iulia Cadar, Diana Nedelcu*

Design: *Iulia Magdalena Boieru*

The environment: *let's join the conversation.*

Have you ever wondered how big is your personal carbon footprint? Our cars, our food, our clothes, and practically every tiny decision we make in life might affect the carbon footprint we, as persons, create on the environment.

Many companies embark on processes for integrating the ESG standards in decision-making. Environmental, social, and governance (ESG) criteria are standards for a company's behavior in essential aspects of its impact on society, the community, and the environment. Public listed companies are even more interested; the ESG standards implementation is monitored by socially conscious investors to screen potential investments. In particular, environmental criteria consider how a company safeguards the environment, including corporate policies addressing climate change.

As many of you might have known, AROBS has a consistent history of environmentally friendly actions. We share many great moments together planting the AROBS Forests, promoting and voting for the Fight for Your Green Cause campaign, and enjoying the more conscious and locally sourced Christmas and birthday gifts. We proudly share these moments with the world here <https://arobs.com/arobs-green/>. And we won't stop here.

On a more personal level, many of us try to use more environmentally means of transportation, limit buying fast fashion, and pay attention to food waste or recycling.

Our current AROBS Messenger issue focuses on the environment and the global conversation around this vital subject.

We are very proud of this issue. We invite you to share it with friends and send us your feedback, thoughts, and ideas on the subjects we chose to present to you.

And most importantly, join us in the Autumn forestation campaign and prepare a great cause for our Fight For Your Green Cause content.



And... one last suggestion, why won't you consider gifting a tree (or a hundred) to people you care about?

Read more about this on page 5.

Andreea Marcu
Marketing & Communication Manager at AROBS

Is it warmer outside?

The January–June 2022 global surface temperature was **0.85°C (1.53°F)** above the 20th-century norm, which is the **sixth-highest** for the January–June span since records started in 1880. But this was 0.26°C (0.47°F) less than the record set in 2016.

Find out more [here](#).

The Paris Agreement's objectives are still far away.

Global decarbonization was only **2.5% in 2020**. Achieving the Paris Agreement's objective of restricting warming to **1.5°C** and delivering net zero needs more than five times growth in the rate of global decarbonization every year.

Find out more [here](#).





**6 trees x
12 months =
1 carbon-neutral
human being**

Six trees per person planted each month for a year will make one human being carbon neutral – according to [tree-nation.com](https://www.tree-nation.com). Tree-Nation has a monthly payment plan which will fully compensate for one individual's yearly CO₂ emission of 9 tons by planting 6 trees per month for a year. Tree-Nation plants for you or for the persons you gifted trees to all over the world. In Romania, the Mai Mult Verde Association offers you the possibility to gift trees, the cost being **20 RON/tree**.

Europe is the second largest investor in climate tech.

Arguably, the most extraordinary innovation challenge humanity has ever faced is the race toward decarbonization. And Europe is the second largest investor in climate tech (US\$18.3bn). Similar to the US, Europe's highest investment is in Mobility and Transport, followed by Food, Agriculture and Land Use, and Energy.

Climate tech is characterized as technologies explicitly concentrated on lowering Greenhouse gas emissions or addressing the effects of global warming. Climate tech applications dwell into three broad sectors:

1. **Mitigate** or **remove** emissions;
2. Permit us to **adapt** to the consequences of climate change;
3. Improve our **knowledge** of the environment.

Sustainability– basic things you need to know

Engaging in environmental initiatives is no longer optional for companies worldwide—it has become a necessity. Research shows us that we are facing major environmental issues, and *sustainability plays a crucial role in today's business world*. However, before engaging in practices that help the environment and discovering how each of us can contribute to a more sustainable future, we must understand what sustainability actually means.

So, what is *sustainability*?

Simply put, sustainability means responsibly *using natural resources* without compromising the quality of life for future generations. This implies introducing a strategy that focuses on long-term growth. Companies need to operate in a way that is both *environmental-friendly* and *economically feasible*. Implementing a sustainable strategy does not happen overnight, and it is a rather lengthy process. However, every small step counts, and we should all work towards a common goal of creating a better future.

The three pillars of corporate *sustainability*

When talking about sustainability, most of us think about protecting the environment. While *preserving natural resources is vital for any organization's sustainable growth*, some other aspects are equally important. Sustainability also refers to how people are treated in an organization, and it implies introducing practices that benefit the employees and the community.

To gain a better understanding of this concept, let's take a look at the three main pillars of corporate sustainability:

- **The Environmental Pillar:** Probably the most popular aspect of any sustainable strategy, the environmental pillar refers to all initiatives that reduce the environmental damages of a company's activities and products. These initiatives vary from reducing the carbon footprint to managing waste or reusing materials. Some examples include organizing tree planting events to choosing to collaborate with local distributors.
- **The Social Pillar:** A sustainable organization is one that supports its employees and community. The social pillar refers to treating members of the organization fairly, ensuring the safety and wellbeing of employees, and promoting ethical behavior towards everyone. The initiatives that belong to this pillar include learning and development programs, employee retention, and health packages.
- **The Economic Pillar:** At the end of the day, companies still need to be profitable to survive. However, organizations need to find a way to make a profit while paying attention to the environmental and social aspects. The economic pillar includes risk management, cost reduction initiatives, and compliance.

Small steps towards a better world

Creating and implementing a sustainable strategy can be challenging and takes a lot of time. However, the world has gotten to a point where this should be a top priority for businesses of all sizes. After all, only by engaging in sustainable practices can organizations create long-term value and secure a place in the economy of the future. It is important to keep in mind that all pillars of sustainability are equally important, and they must all be considered when developing an efficient strategy.

At AROBS Transilvania Software, we understand the importance of engaging in environmental initiatives. During the past few years, we have been seeking ways to contribute to a better future and encourage our colleagues to join us in this journey.



Innovation and *tech* for good with AROBS

AROBS works on many projects ahead of the times, allowing us to specialize in sophisticated projects for many industry segments such as electric vehicles, embedded technologies for IIOT, including ***intelligent farming, forestry, and innovative embedded systems for domotics***. Also in our powerhouse are ***smart transportation, light systems, and waste management projects***.

AROBS's automotive division aligns entirely with the recent industry tendencies from the electrification standpoint. It develops state-of-the-art command and control solutions for critical components such as power trains, converters, invertors, belt-starter generators, and battery management systems for hybrid and "full" electric vehicles.

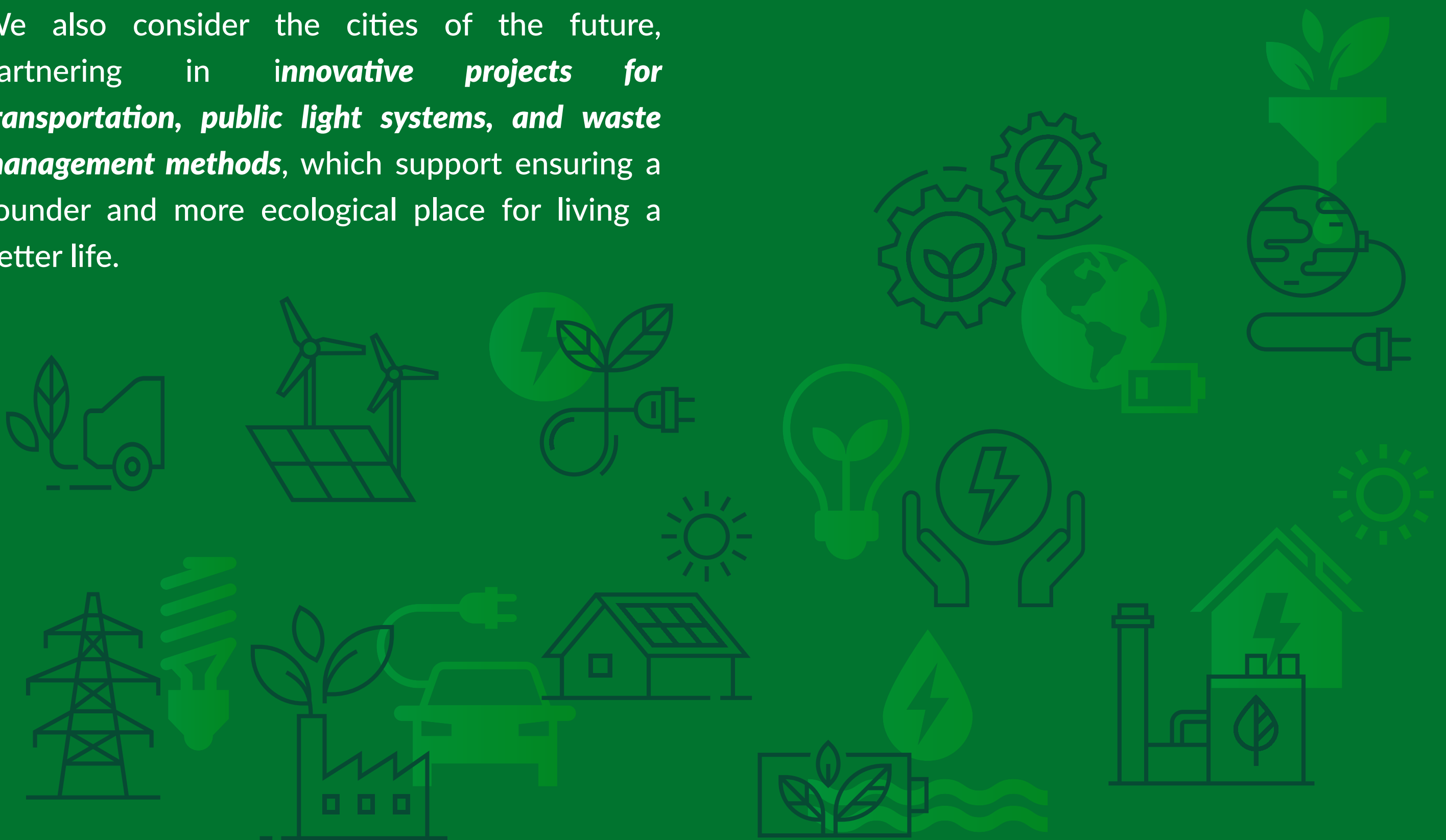
We also consider the cities of the future, partnering in **innovative projects for transportation, public light systems, and waste management methods**, which support ensuring a sounder and more ecological place for living a better life.

Domotics projects that help balance comfort and more thoughtful electricity usage are also critical in the bigger picture of a greener planet.

Smart agriculture and forestry projects our colleagues work on are also food for our thought for a better world.

The expertise and knowledge earned from these various projects are essential differentiating criteria. We are proud to consider our actions are safe steps toward a cleaner climate.

The fleet management business is essential for the **AROBS Group**. **TrackGPS** will persist in investing in *developing new solutions and facilities for safe and green driving and monitoring solutions for electric cars* – using elements of **IoT** and sustainable transport.





Our contactless payment solution, MonePOS, is also paperless.

According to a report by Beat That Receipt, **about 11.2 billion** receipts are printed annually in England, the equivalent of cutting down 200 thousand trees, which would require 1.6 billion liters of water for growth. The lack of the usefulness of printed receipts also arises since "90% of them are either lost, destroyed or thrown away by consumers." As they cannot be recycled, the receipts, once lost or thrown away, become waste that reaches 10,000 tons yearly. **Monepos by AROBS** will help companies reduce paper waste and clean the environment.

By **optimizing the routes**, as businesses do with our **Optimall Logistic** software product, the vehicles used for commercial purposes travel fewer kilometers. But there are other advantages – the company reduces distribution costs, orders reach customers faster, and is environmentally friendly.

What can YOU do for *sustainability?*

Sustainability as a topic is often covered with an emphasized tone. This leads to the impression that having responsible behavior towards the environment is hard work.

Taking small steps is the secret to becoming part of the green journey in your personal life or at the office. Small steps that you can integrate into your routine and easily keep on medium to long term. Because it is not about the big changes that quickly fade away, it's about the small ones that stay.

At AROBS, we started walking the green path years ago with a series of indoor and outdoor activities. The purpose is to engage our colleagues in actions that raise awareness, inform and encourage them to follow.

To give you a place to start, find below a few small steps you can take toward a more responsible self when it comes to the environment.

Tip no.1 – Pick one sustainable thing you can do for a month.

It can be selective recycling. At the AROBS offices, you can already find selective recycling bins. Also, at the end of one month of responsible collecting, nothing is more of a wake-up call than the amount of plastic, metal, and cardboard we actually pile.

Tip No 2. – Use a reusable cup for coffee and water.

Coffee is the essence of our mornings, right? And most of the time, we use a new cup for every coffee we have at the office. That could add up to two or three cups/day. Switch to a reusable mug instead, and by the end of one month, you've probably saved dozens of plastic cups.

AROBS already uses recyclable cardboard cups and gifted every employee on Christmas and anniversaries with personalized ceramic coffee cups.

Tip No. 3 – Buy local products.

Whether we're talking about food or clothing, anything locally made produces significantly less pollution or waste. Having nearby resources cuts off the costs of production and transport.

Last year, AROBS decided to create a gift box for the holidays to help our colleagues discover local, sustainable goods and support the local economy.

Tip No. 4 – Once a year, plant trees.

Annually, many NGOs organize afforestation actions that aim the city's surroundings. You just need to participate, and they usually give you everything you need – from transport, tools, and instructions. It's a gratifying activity and a great thing to do with your family and kids.

AROBS is actively involved in afforestation activities every year. Today, thousands of trees are growing into beautiful forests that will live for generations due to just a few hours dedicated to planting. We would like to think that's an outcome worth the time.

Tip No. 5 – Help a green cause win a sponsorship in our Fight For Your Cause competition.

We decided to make things easier for you and create a competition where the cause and its impact are the most essential aspects. You just need to register your cause for this year's edition open this fall. With just a few steps, your contribution can be valuable to the future of the cause.

Browse for more info on page 21.



AROBS wins the Silver Recognition in the Community Index Top for Employee Engagement

This year our efforts toward educating through communication and dedicated activities to green causes have been marked with an award we are very proud of.

Due to our internal competition, *Fight For Your Green Cause*, and the impact of the projects sponsored through our program, we gained a *Silver Recognition in the Employee Engagement* category. The Community Index, dedicated to community investments, analyzes over 850 projects from 19 categories annually.

We are very grateful to our colleagues who brought the projects to our attention and the organizations that implemented them in the communities.

This proves that you can't save the Earth as an individual, but consistency and collective effort can have an impact.



Green initiatives you can get involved in

It's not always easy to be green. In fact, sometimes it's downright hard. But with a little effort and genuine intentions, anyone can support sustainable development in our area.

Check out these initiatives to express more care towards your surroundings. You might be interested in joining forces, or you could get inspired about changing day-to-day habits for a greener future!



<https://foodwastecombat.com/>

<https://www.facebook.com/foodwastecombat>

<https://www.instagram.com/foodwastecombat/>

FWC is a national food waste combat movement that came to life in Cluj in 2012. The team was eager to bring awareness that the food wasted in Romania could feed people in our county for 20 years. Since 2017, FWC has been acting creatively against food waste in Cluj and the whole country by offering advice, holding business training, and organizing workshops & courses for middle-school students.



<https://ambasadasustenabilitatii.ro/asociatia-clujul-sustenabil/>

<https://www.facebook.com/ClujulSustenabil/>

<https://www.instagram.com/clujulsustenabil/>

Clujul Sostenabil is a local organization supporting sustainable urban development projects and bringing awareness by coordinating green events and workshops. They recently published a sustainability guide in collaboration with the Food Waste Combat movement. Clujul Sostenabil is a member of Sustainable Embassy, supporting three main European objectives: sustainable cities and communities, climate action, responsible consumption, and production.



JCI Cluj

@JCICluj · ★ 5 17 reviews ⓘ · Non-Governmental Organization (NGO)

<https://jcicluj.ro/>

<https://www.facebook.com/JCICluj/>

<https://www.instagram.com/jci.cluj/>

JCI Cluj is affiliated with Junior Chamber International and acts to benefit local communities. Some of their projects are "Tu Ce Respiri?" meant to fight against urban pollution by planting trees and "ReClothing," an awareness campaign including collecting and recycling used clothes. They also launched "Tech IT Out," an initiative that facilitates access to technology for students in rural areas by collecting devices and buying equipment.



CERT Transilvania

@cert.transilvania · ★ 5 71 reviews ⓘ · Nonprofit organization

<https://cert-transilvania.ro/>

<https://www.facebook.com/cert.transilvania/>

<https://www.instagram.com/certtransilvania/>

CERT Transilvania describes itself as *a group of people who use their time and resources to help people in difficult situations*. You probably already know people from CERT Transilvania. We had previous projects where we joined our forces in afforestation actions and delivering food to people with limited resources or living in hard-to-access areas. CERT Transilvania is also known for helping in disaster emergencies, school renovation, and encouraging children to continue their studies.



bonapp.eco

@bonapp.eco · ★ 5 4 reviews ⓘ · Food & beverage

<https://bonapp.eco/>

<https://www.facebook.com/bonapp.eco>

<https://www.instagram.com/bonapp.eco/>

Bonapp.eco is a Romanian food waste combat initiative based on a mobile app offering the possibility to order excess fresh remaining food. Bonapp.eco shows a list of local trusted restaurants and producers from where you can choose quality food with up to 80% discount. You receive a digital receipt, then you can go pick up your order. They've also built an online community on Facebook - #NoWasteHeroes București/Cluj-Napoca, where you can give or find advice about a sustainable eating lifestyle.

Food *sustainability*

Sustainable food as a concept isn't only about the food on the plate. It refers to a combination of factors – **how the food is produced, distributed, packaged, transported, and consumed.**

It also implies how we use our resources, the environmental impact of how we obtain them, and health, social and economic considerations.

FACTS

- Forecasts predict that by 2050, the global population will have reached 9.6 billion people, with estimates reaching 11 billion by 2100 (**FAO 2013, Lal, 2014**);
- To feed the projected population of over 9.6 billion people by 2050, land use change is no longer an option (**FAOSTAT, 2015**);
- There is predicted food insecurity as a result of lack of income in developing regions, high levels of loss during harvest, transport and storage, especially in less economically developed countries, high levels of food spoilage, and changing dietary preferences (**Schulte et al, 2014**);
- Currently, global agriculture and food production are responsible for over 30 percent of all total greenhouse gas emissions (**Tilman and Clark, 2014**);
- We are facing challenges in providing future food security with little room for compromise. If food production is to grow by 60 to 100 percent and we are to limit the anthropogenic impact on the environment, food production must be achieved without further land expansion or an increase in greenhouse gas emissions;
- To provide future food security must utilize and improve existing resources, including reducing food waste, sustainable intensification (bridging the yield gap), and healthier diets.
- Globally, it is estimated that between 30 and 40 percent of all food produced is lost in the supply chain (Smith et al., 2013 **National Geographic**, 2015). In developing countries, food losses occur on farms or during distribution due to inadequate storage, distribution, and conservation technologies. In developed countries, losses occur in the service sector and at the consumer level (**Godfray et al., 2010**).

Source: www.un.org

How to *correctly deposit* *food in the fridge*

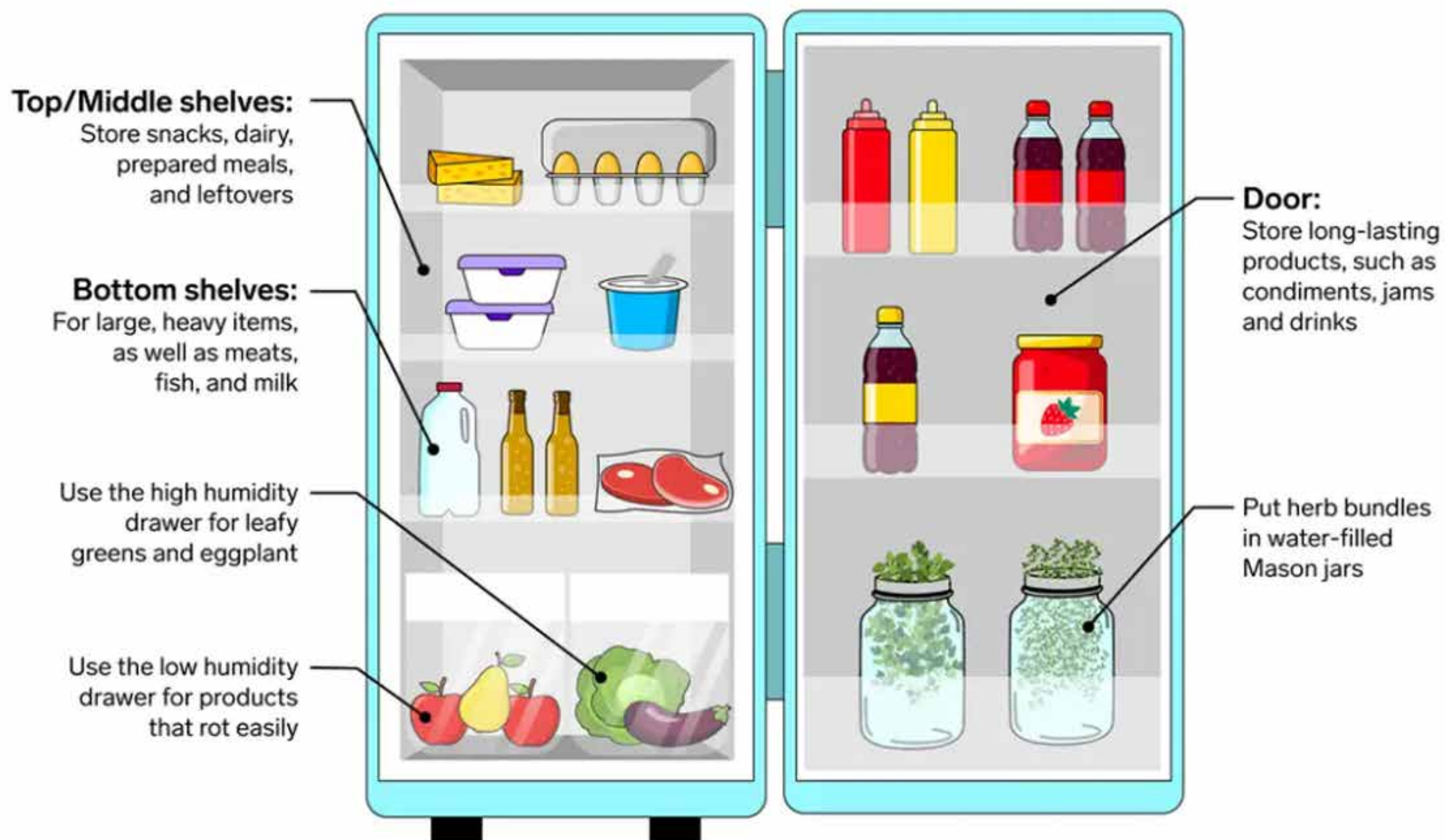


Image source: *Insider.com*

How can you *prevent food waste* *in your daily life?*

1. Buy local products.

The later the food product is lost along the food supply chain, the greater the environmental consequences since the costs incurred during processing, transport, storage, and cooking must be added to the initial production costs. The closer you buy, the smaller the impact.

2. Plan, portion, and deposit correctly.

Prepare shopping lists in advance to avoid buying impulsively and excessively. Cook right portions and optimize food storage (see photo).

3. Learn to read expiring etiquettes correctly.

Preferably consumed before means, “it can be consumed even after expiry date if kept in good conditions.”

Consume until means “it’s recommended to consume it before the expiry date”.

4. Use leftovers for creative recipes.

We tend to throw away food leftovers with potential. Meat bones and vegetables can become a broth base for other dishes. Dried bread can become croutons or biscuits. Washed vegetables peeled with spices and oven-cooked can be incredibly healthy chips.

5. Avoid promotions.

Promotions could lead to buying excessively and ending up throwing food. Buy only what you know you consume frequently.

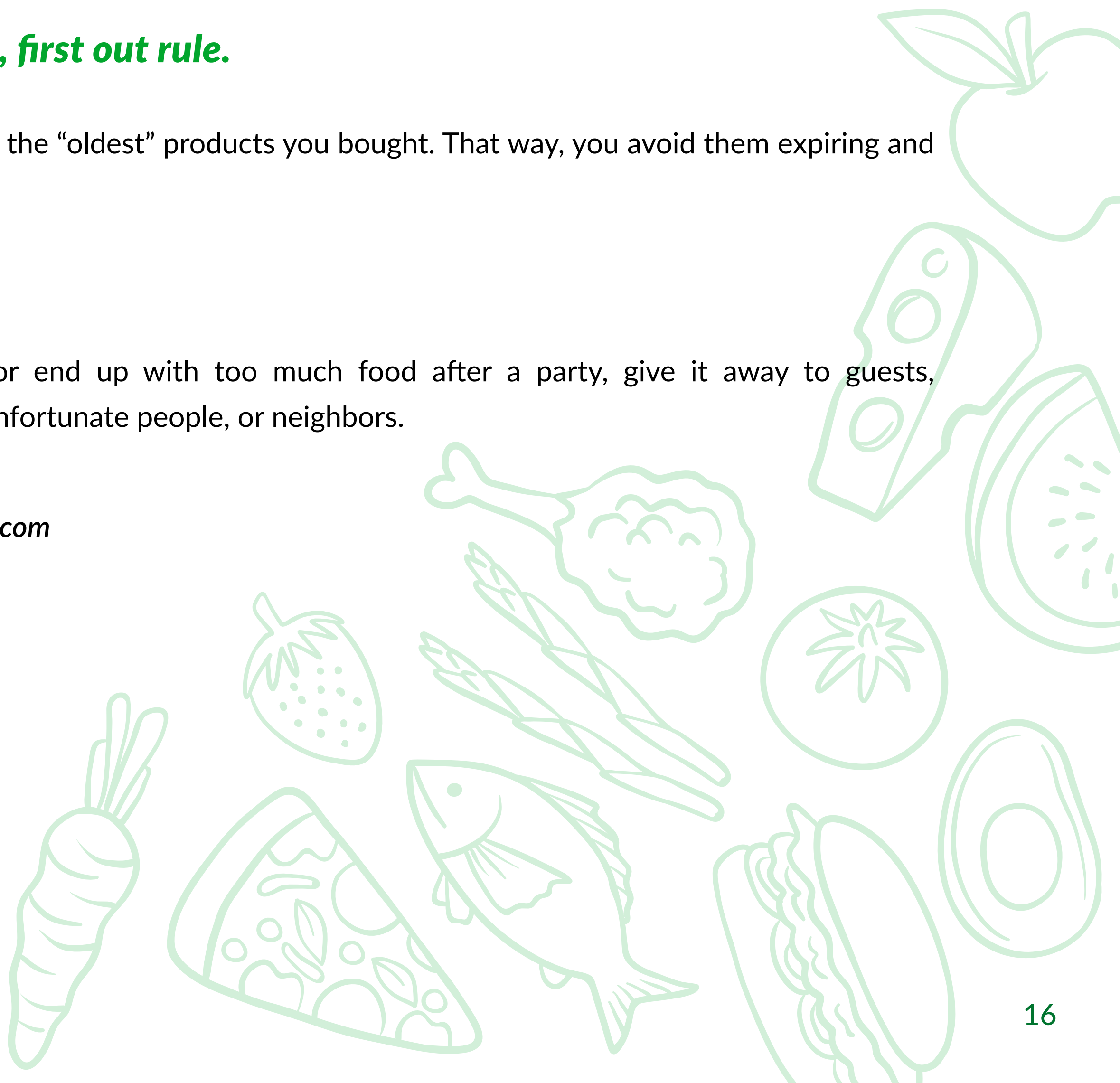
6. Apply the first in, first out rule.

Try to cook and consume the “oldest” products you bought. That way, you avoid them expiring and end up thrown away.

7. Donate.

If you cook too much or end up with too much food after a party, give it away to guests, organizations that help unfortunate people, or neighbors.

Source: foodwastecombat.com



Fashion - fast, sustainable or circular? Choose wisely

*“Once we removed that emotional investment from the equation,
we cared less about our clothes. And so then we started treating them
like fast food.” – journalist and author, **Dana Thomas***



Pocket Dictionary

Fast fashion – mass-produced clothing items manufactured through a quick and cheap process in response to consumers' demand for affordable and trendy apparel.

Sustainable fashion – is a movement favoring ethical and sustainable production methods, aiming to be environmentally friendly through fair wages in production, sustainable resources for materials, packaging, and correct prices for distribution and sale.

Circular fashion – is considered a regenerative system in which garments are worn (resaled / second hand) for as long as their maximum value is retained, and then returned safely to the system, either through recycling the materials, either in a biodegradable form.

Slow fashion was actually before fast fashion.



Before the 1980's yarn and fabric were spun and woven by hand. *That meticulous process and care lead to people owning just a few outfits.* New purchases were made just a few times a year. Sounds familiar? Yes! These were basic principles we try to turn back today in a sustainable fashion.

However, the progress of technology created sewing machines and mass-production with fewer costs along the line. *Society became used to having access to cheaper clothes and various options and encouraged companies to continue production with minimum costs.*

Unfortunately, *that led to an extreme where labor was outsourced to emerging countries with low-paid work, questionable working conditions, and unethical resources.*

Sustainable actions

Today the fashion industry continues to damage the environment - with water contamination, waste, and carbon pollution at an all-time high.

That's why sustainable fashion encourages an ethical process that creates long-lasting items, from design to purchase. That implies sustainable material sources, a fair-paid production process, and in the end, more responsible consumer behavior.

For us, that means buying fewer garments, using them to the fullest, taking care of them in an eco-friendly way, and recycling or repurposing a garment at the end of its life.

According to an IBM report, **57% of consumers** are willing to change their purchasing habits to help reduce negative environmental impact.

Circular fashion – a more approachable way

We might not always have the income to make more responsible choices regarding apparel. Still, *there is always a way to do better.*

Circular fashion is a more approachable method toward becoming an environment-friendly buyer. Even if you buy more and less sustainable clothes, you can always choose more pre-worn garments and recycle them instead of throwing them away. Large brand stores already have the option to collect old clothes to make the clothing life-cycle more sustainable.

Short Guide - How to purchase responsibly

Four questions to ask yourself when buying a new piece of clothing:

- **Does it fit my personal style?**
- **Can I wear it in at least 3 different outfits?**
- **Which items in my wardrobe does it match?**
- **Do I REALLY need it NOW?**

FAST FASHION

SLOW FASHION

PROS

- Cheap
- Lots of choice
- Convenient
- On trendy

- Transparent supply chain
- People before profit
- Natural or recycled fabrics
- Sustainable
- Long life span
- High quality, made to last
- Ethical, fair production
- Eco-friendly

CONS

- Lack of transparency within supply chain
- Profit before people
- Poor quality materials
- Short life span, not made to last
- Unsustainable fabrics
- Damaging to the environments

- Generally more expensive
- Not as much choice
- Mostly online shops, few bricks and mortar locations
- Extra care needed when washing due to use of natural fabrics and dye

Source: rareandfair.com

Statistics



- The U.S. **throws away the equivalent of about 70 pairs of pants per person** in waste from clothes and footwear each year. (*bloomberg.com*)
- **87% of the fiber used for clothing ends up in landfills and incinerators.** (*The Ellen MacArthur Foundation*)
- **Synthetic fibers** account for **35% of microplastics released into the oceans.** (*European Parliament*)
- **93% of brands don't pay their workers a living wage.** (*Fashion Checker*)



- In the coming years, environmentally friendly clothing will be sustainable fashion's fastest-growing segment. (*GlobeNewswire*)
- Embracing **resale in the luxury market could result in a 40% profit margin increase by 2030.** (*Bain, Statista*)
- The global **second-hand fashion market will reach \$43 billion in 2022.** (*Statista*)
- **75% of Gen Z respondents** said they **bought pre-owned clothes to reduce consumption.** (*Depop*)

Source: <https://www.soocial.com/>



Fight for your *green* cause 2022

Support an NGO and win a sponsorships!

1st place - 3000 € | 2nd place - 2000 € | 3rd place - 1000 €

- Launching month:
October 2022
- Applications:
November 2022
- Winners announcement:
December 2022



Find a cause



Apply



Make a pitch

The projects must be related to:

GREEN EDUCATION



SUSTAINABILITY



RECYCLING & REDUCING WASTE

More info at: connect@arobs.com

Daily Green Mantra



Follow us for more green news and more



AROBS Group



AROBS



AROBS



arobsgroup



AROBSSoftware



arobs.com



arobs_transilvania



arobsgrup.ro

